705907 Order / Rev: Orders 06273048 Alt Order #: ANDREI FOR CONGRESS Product Desc: **KPNX** 1599 Estimate: Jim Quinn Primary AE: Flight Dates: 08/11/12 - 08/17/12 T-PHI Sales Office: 08/10/12 / 08/10/12 Original Date / Rev: NAT Sales Region: Political Order Type: Greer Margolis Mitchell/ Pol Name: Agency Cash Billing Type: **Buying Contact:** Broadcast Billing Calendar: Billing Contact: WEEKLY Billing Cycle: 3050 K St NW 15% Agency Commission: Washington, DC 20007 Cherny for State Treasurer Name: Advertiser New Business Thru: Demographic: A35+ 00:15:00 Order Separation: PL-US House Representative Product Codes:

Bill Plan

Start Date

Priority:

End Date

P-5

Revenue Codes:

AGY, GEN, POL

Gross Amount

Advertiser External ID:

Agency External ID:

| Month | # Spots | Gross Amount | Net Amount | Rating | |
|-------------|---------|--------------|------------|--------|--|
| August 2012 | 11 | \$6,650.00 | \$5,652.50 | 0.00 | |
| Totals | 11 | \$6,650.00 | \$5,652.50 | 0.00 | |

Order %

| | 00/40/40 | 4 | \$400.00 | 5340.00 | | | | |
|------------|-----------|----|------------|------------|--------|----|------------|-----------|
| 08/06/12 | 08/12/12 | | | | Tatala | 11 | \$6,650.00 | \$5,652.5 |
| 08/13/12 | 08/19/12 | 10 | \$6,250.00 | \$5,312.50 | Totals | | **** | |
| Account Ev | recutives | | | | | | | |

Start Date / End Date

\$240 OO

Net Amount

Account Executives Account Executive

| Account Executive | Sales Office Sales Region | | Start Date / End Date | Order % | |
|-------------------|---------------------------|--|-------------------------------|---------|--|
| Jim Quinn | | | Start Of Order - End Of Order | 100% | |
| | | | | | |

A 400 00

| Order Share | Share | Tota | | |
|-------------|-------|-------------|--|--|
| KPNX | 26% | \$6,650.00 | | |
| Market | 100% | \$25,576.92 | | |

Spots

| Competitive Share | Share | Total | | |
|-------------------|-------|------------|--|--|
| CABLE | 0% | \$0.00 | | |
| KAET | 0% | \$0.00 | | |
| KASW | 0% | \$0.00 | | |
| KBCZ | 0% | \$0.00 | | |
| KBPX | 0% | \$0.00 | | |
| KDRX | 0% | \$0.00 | | |
| KMCC | 0% | \$0.00 | | |
| KNAZ | 0% | \$0.00 | | |
| KNXV | 17% | \$4,348.08 | | |
| KPAZ | 0% | \$0.00 | | |
| KPHO | 22% | \$5,626.92 | | |
| KPPX | 0% | \$0.00 | | |
| KSAZ | 23% | \$5,882.69 | | |
| KTFL | 0% | \$0.00 | | |
| KTVK | 12% | \$3,069.23 | | |
| KTVW | 0% | \$0.00 | | |
| KUSK | 0% | \$0.00 | | |
| KUTP | 0% | \$0.00 | | |
| UNKWN | 0% | \$0.00 | | |

Print Date: 08/10/12 13:23:11

KPNX

Page 2 of 2

Order / Rev: Alt Order #:

Flight Dates:

705907

08/11/12 - 08/17/12

06273048

Advertiser:

Cherny for State Treasurer

Product Desc:

ANDREI FOR CONGRESS

Estimate:

1599

| | | | E I | Inventory Code | Brook | Start/End | Time Davs | Len Spo | ots | Rate Pri | Rtg Type | Spots | Amount |
|---------------------|-----------|----------|----------------------|-------------------------------|-------------------|---|-----------|---------|-----|----------------|-------------|-------|--|
| Ln | Ch | Start | End | | CM | 4-5p | MTW | :30 | 1 | \$300.00P-2 | 0.00 NM | 1 | \$300.00 |
| E 1 | KPNX | 08/13/12 | 2 08/15/12 | 12 News EVB | | (4:30 PM-5:0 | | | | | - 1 | | |
| | 12 NEW | SEVEL | IVE 430PM | | | A CONTRACTOR CONTRACTOR | | | | | - 1 | | |
| | | rt Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | - 1 | | |
| V | eek: 08/ | | 08/19/12 | MTW | 1 | \$300.00 | 0.00 | | | \$450.00 P-2 | 0.00 NM | 1 | \$450.00 |
| 2 | KPNX | 08/13/1 | 2 08/15/12 | M-F 5-530p M-F 5-530p | CM | 5-530p " | MTW | :30 | 1 | \$450.00F-2 | 0.00 NW | | |
| | 12 NEW | S AT 5P | | | 0 | Data | Rating | | | | - 1 | | |
| 5400 | | rt Date | End Date | Weekdays MTW | Spots/Week | Rate \$450.00 | 0.00 | | | | | | |
| | /eek: 08/ | | 08/19/12 | 16:367030 | CM | 6-630p | MTW | :30 | 2 | \$600.00 P-2 | 0.00 NM | 2 | \$1,200.00 |
| 3 | | | | M-F 6-630p 12 News 6pm | Civi | 0-000P \$ | | | | | | | |
| | | S AT 6F | | 0.00 | 0 1 0011: | Data | Rating | | | | | | |
| 20000 | | rt Date | End Date | Weekdays MTW | Spots/Week 2 | Rate \$600.00 | 0.00 | | | | | | |
| | Veek: 08/ | | 08/19/12 | (N. 1) (1) | CM | 6-7a , | MTW | :30 | 2 | \$400.00P-2 | 0.00 NM | 2 | \$800.00 |
| 4 | KPNX | 08/13/1 | 2 08/15/12 | 12 News Today | OW | 0 74 7 | | | | | | | |
| | 12 NEV | VS AT 6A | MA | 12 News Today | | | | | | | | | |
| | | rt Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | |
| V | Veek: 08/ | | 08/19/12 | MTW | 2 | \$400.00 | 0.00 | | 0 | \$450.00P-2 | 0.00 NM | 2 | \$900.00 |
| | | | 12 08/15/12 | M-F Today Show | | 7-9a ₀ | MTW | :30 | 2 | \$450.00F-2 | 0.00 (414) | | |
| | | | | NBC Today Shor | W | | | | | | | | |
| | | SHOW | | Mastedayo | Spots/Week | Rate | Rating | | | | | | |
| | _ | art Date | End Date 08/19/12 | Weekdays MTW | <u>30013/Week</u> | | 0.00 | | | | | | canon onere i a a c |
| | Veek: 08 | | | 1.1.1.1 | CM | 10-1035p | MTWTF | :30 | 2 | \$1,300.00 P-2 | 0.00 NM | 2 | \$2,600.00 |
| 6 | KPNX | 08/13/ | 12 08/17/12 | M-F 10p News | | 1 to the second | | | | | | l | |
| | 12 NEV | VS AT 1 | OPM | | | | | | | | | l | |
| | | art Date | End Date | Weekdays | Spots/Week | | Rating | | | | | l | |
| 1 | Neek: 08 | | 08/19/12 | MTWTF | 2 | \$1,300.00 | 0.00 | | 1 | \$400.00 P-2 | 0.00 NM | 1 | \$400.00 |
| 7 | KPNX | 08/11/ | 12 08/11/12 | Chris Matthews Chris Matthews | CM | Various * | S- | :30 | 1 | \$400.00F-2 | . 0.00 1410 | | • |
| CHRIS MATTHEWS SHOW | | | | | | | | I | | | | | |
| | | art Date | End Date | | Spots/Week | | Rating | | | | | l | |
| 1 | Week: 08 | 3/06/12 | 08/12/12 | S- | | \$400.00 | 0.00 | | | | Totals | 11 | \$6,650.00 |
| *Ta | x 1 Note: | Tax 0.59 | %. | | | | | | | | Iolais | 3.3 | ###################################### |